GOVERNMENT OF INDIA
DRINKING WATER AND SANITATION
LOK SABHA

UNSTARRED QUESTION NO:217
ANSWERED ON:02.02.2017
Publicity Expenditure under SBM
Muddahanumegowda Shri S.P.

Will the Minister of DRINKING WATER AND SANITATION be pleased to state:

(a) the reasons for levying of 0.50 per cent tax on all services to fund the Swachh Bharat Mission;

(b) the total amount spent on advertisements for the said Mission till date since its inception; and

(c) the steps taken to educate the people living in villages about sanitary hygiene apart from awareness through advertisements in this respect?

Answer

MINISTER OF STATE IN THE MINISTRY OF DRINKING WATER & SANITATION
(SHRI RAMESH CHANDAPPA JIGAJINAGI)

(a) The Government of India has levied 0.50 % Swachh Bharat Cess on all services to augment the resources for financing the Swachh Bharat Mission.
(b) Under Swachh Bharat Mission (Gramin), Rs. 393.12 crore have been utilised on advertisements at central level, which includes Rs. 8.70 crore on print media from 2.10.2014 to 31.1.2017.
(c) The focus of Swachh Bharat Mission (Gramin) is on behaviour change of people to adopt safe sanitation and hygiene. In order to educate the people, the programme lays emphasis on community involvement. Up to 8% of total resources can be spent on Information, Education and Communication (IEC) - of these 5% are to be spent at the State and district levels. The States have been advised to spend at least 60% of IEC funds for inter-personal communication (IPC) activities. State IEC spending can also be directed towards local advertising, where appropriate. Many States are focusing on community approach, wherein the people are directly triggered and made aware about the importance of sanitation and hygiene using some triggering tools. Besides, conventional IEC tools are also used to educate the people. Trainings of Collectors and key stakeholders is being done regularly on people's education.